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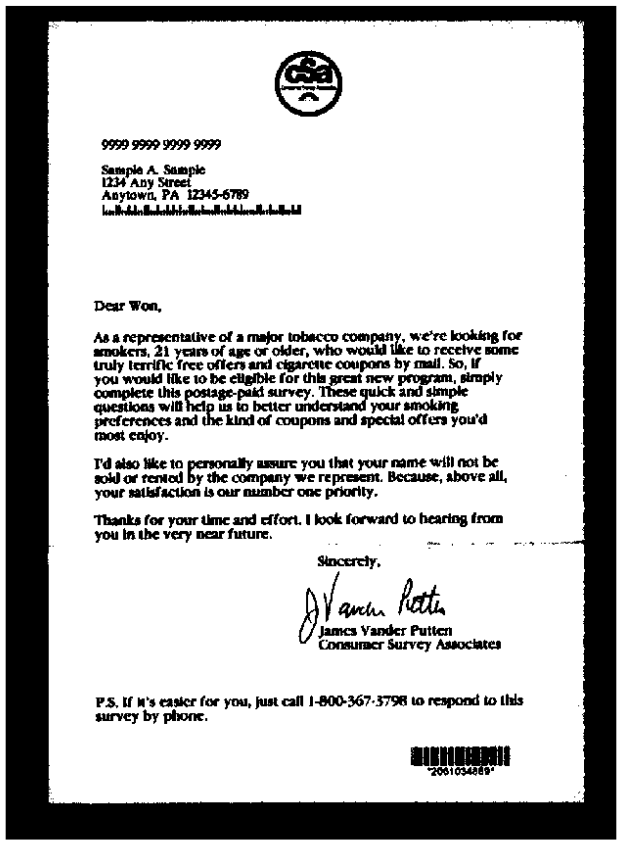

9999 9999 9999 9999

Sample A. Sample
1234 Any Street
Anytown, PA 12345-6789

Dear Won,

As a representative of a major tobacco company, we're looking for smokers, 21 years of age or older, who would like to receive some truly terrific free offers and cigarette coupons by mail. So, if you would like to be eligible for this great new program, simply complete this postage-paid survey. These quick and simple questions will help us to better understand your smoking preferences and the kind of coupons and special offers you'd most enjoy.

I'd also like to personally assure you that your name will not be sold or rented by the company we represent. Because, above all, your satisfaction is our number one priority.

Thanks for your time and effort. I look forward to hearing from you in the very near future.

Sincerely,

James Vander Putten
Consumer Survey Associates

P.S. If it's easier for you, just call 1-800-367-3798 to respond to this survey by phone.

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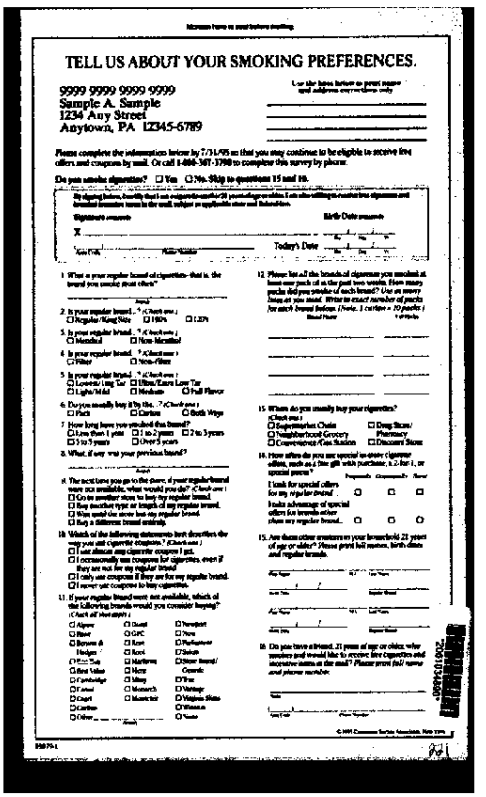

TELL US ABOUT YOUR SMOKING PREFERENCES.

9999 9999 9999 9999
Sample A. Sample
1234 Any Street
Anytown, PA 12345-6789

Please complete the information below by 7/31/95 so that you may continue to be eligible to receive free offers and coupons by mail. Or call 1-800-307-3700 to complete this survey by phone.

Do you smoke cigarettes? ☐ Yes ☐ No. Skip to questions 15 and 16.

By signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and additional incentive items in the mail, subject to applicable state and federal laws.

Signature required — Birth Date required

X _____ Today's Date _____

1. What is your regular brand of cigarettes--that is, the brand you smoke most often?

2. Is your regular brand... ? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand... ? (Check one.)
☐ Menthol ☐ Non-Menthol

4. Is your regular brand... ? (Check one.)
☐ Filter ☐ Non-Filter

5. Is your regular brand... ? (Check one.)
☐ Lowest/Low Tar ☐ Ultra/Extra Low Tar
☐ Light/Mild ☐ Medium ☐ Full Flavor

6. Do you usually buy it by the... ? (Check one.)
☐ Pack ☐ Carton ☐ Both Ways

7. How long have you smoked this brand?
☐ Less than 1 year ☐ 1 to 2 years ☐ 2 to 5 years
☐ 5 to 9 years ☐ Over 5 years

8. What, if any, was your previous brand?

9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

10. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

11. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ Doral	☐ Newport
☐ Basic	☐ GPC	☐ Now
☐ Benson & Hedges	☐ Kent	☐ Performance
☐ Best Value	☐ Kool	☐ Salem
☐ Cambridge	☐ Marlboro	☐ Store brand/ Generic
☐ Camel	☐ Merit	☐ Tall
☐ Carlton	☐ Misty	☐ True
☐ Chesterfield	☐ Monarch	☐ Vantage
☐ Other ____	☐ Montclair	☐ Virginia Slims
	☐ Parliament	☐ Winston
	☐ Raleigh	☐ None

12. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? Use as many lines as you need. Write in exact number of packs for each brand below. (Note: 1 carton = 10 packs.)

Brand Name	# of Packs

15. Where do you usually buy your cigarettes? (Check one.)
☐ Supermarket Chain ☐ Drug Store/ Pharmacy
☐ Neighborhood Grocery ☐ Discount Store
☐ Convenience/Gas Station

16. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	Occasionally	Never
I look for special offers for my regular brand.	☐	☐	☐
I take advantage of special offers for brands other than my regular brand.	☐	☐	☐

15. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

Age ____ M/F ____ Last Name ____
First Name ____ / ____ / ____ Regular Brand ____

Age ____ M/F ____ Last Name ____
First Name ____ / ____ / ____ Regular Brand ____

16. Do you have a friend, 21 years of age or older, who smokes and would like to receive free cigarettes and incentive items in the mail? Please print full name and phone number.

Name ____
____ ____
Street Address ____ Phone Number ____

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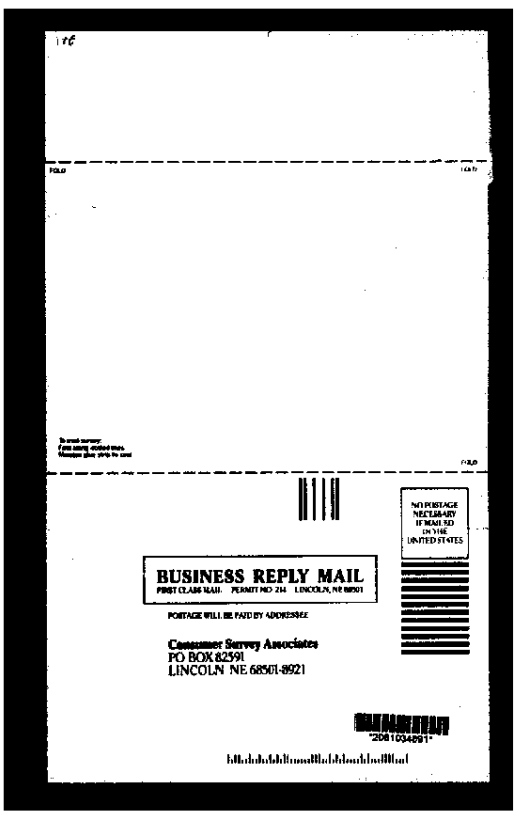

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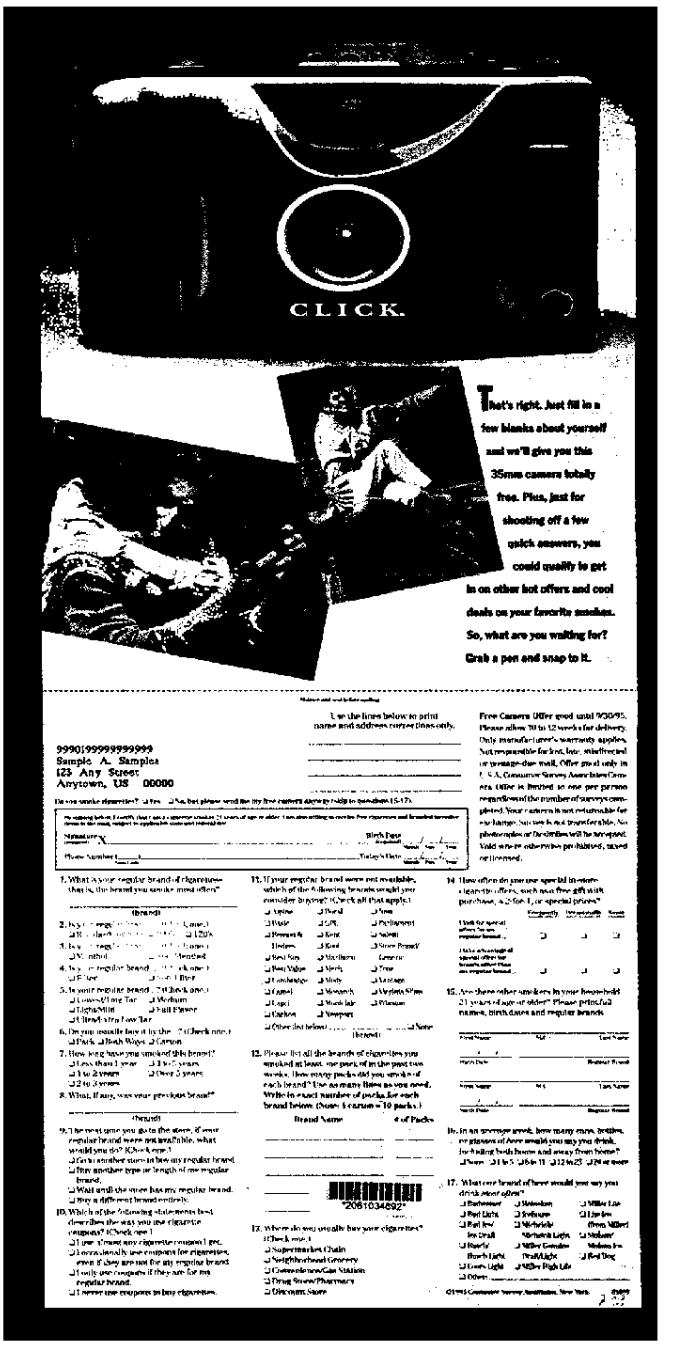
CLICK.
That's right. Just fill in a few blanks about yourself and we'll give you this 35mm camera totally free. Plus, just for shooting off a few quick answers, you could qualify to get in on other hot offers and cool deals on your favorite smokes. So, what are you waiting for? Grab a pen and snap to it.
Use the lines below to print name and address correct lines only.
9999|99999999999
Sample A. Samples
123 Any Street
Anytown, US 00000
Free Camera Offer good until 9/30/95. Please allow 10 to 12 weeks for delivery. Only manufacturer's warranty applies. Not responsible for lost, late, misdirected or postage-due mail. Offer good only in U.S.A. Consumer Survey Assortment Camera Offer is limited to one per person regardless of the number of surveys completed. Your camera is not returnable for cash or credit. Not open to retail dealers. No photocopies or facsimiles will be accepted. Void where otherwise prohibited, taxed or licensed.
1. What is your regular brand of cigarettes—that is, the brand you smoke most often?
(Brand)
2. How long have you smoked this brand?
3. What, if any, was your previous brand?
(Brand)
4. If the next store you go to for stores, if your regular brand were not available, what would you do? (Check one.)
5. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
6. Do you usually buy it by the (Check one.)
7. How long have you smoked this brand?
8. What, if any, was your previous brand?
9. If the next store you go to for stores, if your regular brand were not available, what would you do? (Check one.)
10. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
11. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)
12. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? Use as many lines as you need. Write in exact number of packs for each brand below. (Note: 1 carton = 10 packs.)
Brand Name
# of Packs
"2061034892"
13. Where do you usually buy your cigarettes? (Check one.)
14. How often do you use special in-store cigarette offers, such as a free gift with purchase, 2-for-1, or special prices?
15. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.
16. In an average week, how many cans, bottles, or glasses of beer would you say you drink, including both home and away from home?
17. What one brand of beer would you say you drink most often?
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